

Mobile Analytics Market to Grow at a CAGR of 19.4% and will Reach USD 27.60 billion by 2031

The market in the Asia-Pacific region is expected to register rapid growth during the forecasted period.

WILMINGTON, NEW CASTLE, DE, UNITED STATES, February 10, 2025 /EINPresswire.com/ -- The global mobile analytics market was valued at \$4.72 billion in 2021, and is projected to reach \$27.60 billion by 2031, growing at a CAGR of 19.4% from 2022 to 2031. Increase in penetration of smartphones, growth in demand to

receive new and actionable insight on buyers' preferences have boosted the growth of the global mobile analytics market. However, surge in mobile advertising and emergence of data analytics and big data have supplemented the market growth. However, dearth of awareness regarding benefits of mobile analytics and growth in privacy concerns hinder the market growth.

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Allied Market Research



Mobile Analytics Market

On the contrary, advent of several enterprises entering the industry to offer advanced solutions is expected to open lucrative opportunities to the market players in the future.

For more information, contact Allied Market Research (3200 Central Expressway, Suite 500, Santa Ana, CA 92705) at +1 714 444 5587 or email info@alliedmarketresearch.com.

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By enterprise size, the large enterprises segment is expected to register the highest CAGR of 21.3% during the forecast period, due to rise in smartphone and internet

penetration along with emergence of disruptive digital technologies such as IoT and data analytics. However, the SMEs segment held the largest share in 2021, accounting for more than

two-thirds of the global mobile analytics market. Adoption of mobile analytics solutions helps SMEs integrate with the global market by helping them gain better and faster business insights to support real-time decision-making and capitalize on future opportunities. This contributes toward the growth of the segment.

Mobile analytics involves measuring and analyzing data generated by mobile platforms and properties, such as mobile sites and mobile applications. Mobile Analytics measures users' engagement with the app in addition to metrics related to the app itself, such as app installs, app launches, taps, screens, events, app versions, flows, user retention, funnel analytics, and more. Also, just like web analytics, mobile analytics tracks and measures similar metrics about users, such as how many new users are using the app, from which countries, which devices and versions.

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The market in the Asia-Pacific region is expected to register rapid growth during the forecasted period. In Asia-Pacific, the [mobile analytics market growth](#) is expected to be driven by numerous economic and process benefits such as real-time data analytics and data analytics. Moreover, increased demand for smartphones and other connected devices as well as surge in need for internet access are some of the major factors driving the mobile analytics market growth.

Based offering, the solution segment contributed to the highest market share in 2021, contributing to more than two-thirds of the global mobile analytics market, and is estimated to maintain its leadership status during the forecast period. This is due to growing demand for advanced analytics and business intelligence tools along with increase in need for real-time business insights to make fastest business decisions. However, the service segment is projected to witness the largest CAGR of 21.8% from 2022 to 2031. The services related to mobile analytics provide services for various strategies and these strategies are expected to ensure smooth running and troubleshooting of any glitches within the solutions. These services associated analytics help in gaining knowledge of technologies, which are driving the expansion of the mobile analytics market.

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By Industry vertical, the retail & e-commerce segment dominated the growth in the [mobile analytics market forecast](#) in 2021, and is expected to maintain its dominance during the forecasted period. Website and e-commerce trackers can collect data about the product their users browse and buy. This data may be collected with the buyer's demographic information such as location, gender, age and other products purchased by the buyer. Moreover, mobile analytics tracks e-commerce activities, pages, user timing, screens and social interactions while increase in efficiency across the supply chain. All these factors are helping to expand the global

+ + 1 800-792-5285

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